

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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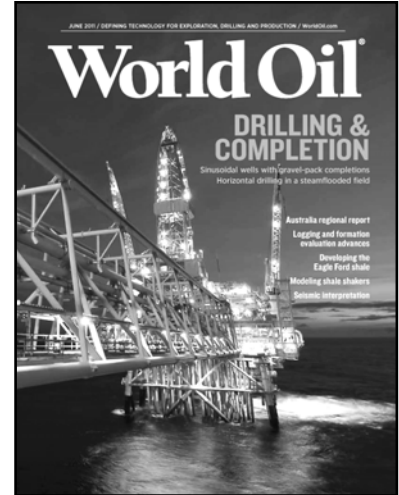
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# World Oil

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Issues Per Year: 12



## FIELD SERVED

WORLD OIL serves major integrated oil & gas companies, independent producers, national/state oil & gas companies, drilling contractors, workover contractors, consulting engineering firms, service companies and consulting engineering companies in an alliance or partnering program/project with an E & P company, service, supply and manufacturing companies, government agencies, educational institutions, associations, libraries, financial, legal, and insurance firms and others allied to the field.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are company officials, including presidents, vice presidents, partners, directors, managers; engineers, consultants, superintendents, assistant superintendents, toolpushers, foremen, assistant foremen, drillers, geologists, geophysicists, purchasing agents and other titled and non-titled personnel including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,331
Rotated or Occasional _____	3
Allocated for Trade Shows and Conventions _____	648
Digital _____	-
All Other _____	837
<b>TOTAL</b>	<b>3,819</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	37,521	99.8	36,556	97.3	965	2.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
*Multi-Copy Same Addressee _____	68	0.2	-	-	68	0.2
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,589</b>	<b>100.0</b>	<b>36,556</b>	<b>97.3</b>	<b>1,033</b>	<b>2.7</b>

\*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
*January _____	29,326	8,243	37,569
February _____	29,266	8,178	37,444
March _____	29,157	8,371	37,528
*April _____	29,109	8,381	37,490
May _____	28,647	9,096	37,743
June _____	28,680	9,078	37,758

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

This issue is 0.5% or 185 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Company Copies	Company Officials, Directors, Managers	Engineers	Super-intendents, Assistant Super-intendents, Toolpushers, Foremen, Assistant Foremen	Geologists, Geophysicists	Purchasing Agents	Other Operations Personnel
Major Integrated, National and State Oil and Gas Companies and Independent Producers Consulting Engineering Firms _____	29,806	79.0	22,489	7,317	53	7,666	15,347	2,152	3,967	586	35
Drilling and Workover Contractors _____	6,878	18.2	5,209	1,669	5	2,082	3,108	1,243	229	203	8
<b>SUB-TOTAL</b>	<b>36,684</b>	<b>97.2</b>	<b>27,698</b>	<b>8,986</b>	<b>58</b>	<b>9,748</b>	<b>18,455</b>	<b>3,395</b>	<b>4,196</b>	<b>789</b>	<b>43</b>
Service, Supply, and Manufacturing Companies, including Service Companies in an Alliance with E&P Companies _____	510	1.4	430	80							
Government Agencies, Educational Institutions also Associations, Libraries, Financial, Insurance, and Legal Institutions, and Others Allied to the Field _____	542	1.4	512	30							
Other Paid _____	7	-	7	-							
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,743</b>	<b>100.0</b>	<b>28,647</b>	<b>9,096</b>							
<b>PERCENT</b>	<b>100.0</b>		<b>75.9</b>	<b>24.1</b>							

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3+ Years				
I. Direct Request: _____	27,640	6,465	1,231	26,487	8,849	35,336	93.6
II. Request from recipient's company: _____	1,464	616	327	2,160	247	2,407	6.4
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,104</b>	<b>7,081</b>	<b>1,558</b>	<b>28,647</b>	<b>9,096</b>	<b>37,743</b>	<b>100.0</b>
<b>PERCENT</b>	<b>77.1</b>	<b>18.8</b>	<b>4.1</b>	<b>75.9</b>	<b>24.1</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	28,357	9,093	37,450	99.2
Individuals by name only _____	51	3	54	0.1
Titles or functions only _____	137	-	137	0.4
Company names only _____	34	-	34	0.1
Multi-Copy Same Addressee copies _____	68	-	68	0.2
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,647</b>	<b>9,096</b>	<b>37,743</b>	<b>100.0</b>

## 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	16	3	19	
New Hampshire	11	3	14	
Vermont	6	1	7	
Massachusetts	51	6	57	
Rhode Island	8	3	11	
Connecticut	23	3	26	
<b>NEW ENGLAND</b>	<b>115</b>	<b>19</b>	<b>134</b>	<b>0.4</b>
New York	138	31	169	
New Jersey	114	11	125	
Pennsylvania	295	45	340	
<b>MIDDLE ATLANTIC</b>	<b>547</b>	<b>87</b>	<b>634</b>	<b>1.7</b>
Ohio	184	19	203	
Indiana	65	8	73	
Illinois	230	21	251	
Michigan	156	21	177	
Wisconsin	26	3	29	
<b>EAST NO. CENTRAL</b>	<b>661</b>	<b>72</b>	<b>733</b>	<b>1.9</b>
Minnesota	44	11	55	
Iowa	13	-	13	
Missouri	45	8	53	
North Dakota	76	8	84	
South Dakota	19	-	19	
Nebraska	24	2	26	
Kansas	238	23	261	
<b>WEST NO. CENTRAL</b>	<b>459</b>	<b>52</b>	<b>511</b>	<b>1.4</b>
Delaware	7	3	10	
Maryland	31	7	38	
Washington, DC	12	4	16	
Virginia	90	13	103	
West Virginia	99	12	111	
North Carolina	53	7	60	
South Carolina	25	-	25	
Georgia	50	6	56	
Florida	165	50	215	
<b>SOUTH ATLANTIC</b>	<b>532</b>	<b>102</b>	<b>634</b>	<b>1.7</b>
Kentucky	107	8	115	
Tennessee	54	11	65	
Alabama	83	7	90	
Mississippi	173	19	192	
<b>EAST SO. CENTRAL</b>	<b>417</b>	<b>45</b>	<b>462</b>	<b>1.2</b>
Arkansas	111	13	124	
Louisiana	716	92	808	
Oklahoma	1,024	141	1,165	
Texas	6,243	1,429	7,672	
<b>WEST SO. CENTRAL</b>	<b>8,094</b>	<b>1,675</b>	<b>9,769</b>	<b>25.8</b>
Montana	105	14	119	
Idaho	25	4	29	
Wyoming	230	31	261	
Colorado	759	166	925	
New Mexico	175	27	202	
Arizona	52	12	64	
Utah	122	16	138	
Nevada	43	7	50	
<b>MOUNTAIN</b>	<b>1,511</b>	<b>277</b>	<b>1,788</b>	<b>4.7</b>
Alaska	123	38	161	
Washington	64	20	84	
Oregon	34	7	41	
California	841	183	1,024	
Hawaii	8	1	9	
<b>PACIFIC</b>	<b>1,070</b>	<b>249</b>	<b>1,319</b>	<b>3.5</b>
<b>UNITED STATES</b>	<b>13,406</b>	<b>2,578</b>	<b>15,984</b>	<b>42.3</b>
U.S. Territories	6	2	8	
APO/FPO	-	1	1	
<b>ASIA</b>				
Afghanistan	-	2	2	
Armenia	1	-	1	
Azerbaijan	34	13	47	
Bangladesh	45	7	52	
Brunei Darussalam	55	24	79	
Cambodia	2	2	4	
China	282	178	460	
Georgia	-	4	4	
Hong Kong - SAR	10	5	15	
India	1,319	422	1,741	
Indonesia	565	131	696	
Japan	73	24	97	
Kazakhstan	47	29	76	
Korea, Republic Of	43	21	64	
Malaysia	613	213	826	
Mongolia	8	4	12	
Myanmar	39	7	46	
Pakistan	341	93	434	
Philippines	105	49	154	
Singapore	185	104	289	
Sri Lanka	16	3	19	
Taiwan	25	6	31	
Thailand	119	63	182	
Turkmenistan	15	5	20	
Uzbekistan	6	2	8	
Vietnam	95	42	137	
<b>Subtotal</b>	<b>4,043</b>	<b>1,453</b>	<b>5,496</b>	<b>14.6</b>
<b>MIDDLE EAST</b>				
Bahrain	23	16	39	
Iran	176	58	234	
Iraq	64	31	95	
Israel	9	8	17	
Jordan	26	12	38	
Kuwait	159	80	239	
Lebanon	5	2	7	
Oman	167	76	243	
Qatar	228	105	333	
Saudi Arabia	240	165	405	
Syrian Arab Republic	48	21	69	
United Arab Emirates	423	218	641	
Yemen	74	28	102	
<b>Subtotal</b>	<b>1,642</b>	<b>820</b>	<b>2,462</b>	<b>6.5</b>
<b>EUROPE</b>				
Albania	8	7	15	
Austria	45	22	67	
Belarus	6	7	13	
Belgium	17	7	24	
Bosnia and Herzegovina	2	-	2	

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Bulgaria	59	14	73	
Croatia	42	32	74	
Cyprus	5	4	9	
Czech Republic	21	13	34	
Denmark	102	38	140	
Estonia	1	2	3	
Faroe Islands	1	1	2	
Finland	10	2	12	
France	272	129	401	
Germany	152	50	202	
Greece	34	19	53	
Greenland	1	-	1	
Hungary	113	17	130	
Iceland	4	3	7	
Italy	208	149	357	
Latvia	1	1	2	
Lithuania	4	2	6	
Macedonia	2	2	4	
Malta	10	2	12	
Moldova	6	1	7	
Monaco	1	2	3	
Montenegro	-	2	2	
Netherlands	328	106	434	
Norway	407	166	573	
Poland	96	34	130	
Portugal	43	21	64	
Ireland	25	14	39	
Romania	193	109	302	
Russian Federation	76	64	140	
Serbia	57	16	73	
Slovakia	14	2	16	
Slovenia	4	-	4	
Spain	158	82	240	
Sweden	35	3	38	
Switzerland	27	18	45	
Turkey	199	71	270	
Ukraine	18	12	30	
United Kingdom	1,001	485	1,486	
<b>Subtotal</b>	<b>3,808</b>	<b>1,731</b>	<b>5,539</b>	<b>14.7</b>
<b>AFRICA</b>				
Algeria	296	89	385	
Angola	45	43	88	
Benin	1	-	1	
Botswana	1	1	2	
Burundi	-	1	1	
Cameroon	13	5	18	
Chad	3	2	5	
Comoros	-	1	1	
Congo	12	3	15	
Cote D'Ivoire	11	5	16	
Egypt	475	137	612	
Eritrea	9	2	11	
Ethiopia	15	3	18	
Gabon	2	3	5	
Ghana	76	15	91	
Kenya	6	2	8	
Liberia	2	1	3	
Libyan Arab Jamahiriya	107	45	152	
Madagascar	8	1	9	
Mauritania	1	-	1	
Morocco	17	4	21	
Mozambique	2	-	2	
Namibia	-	1	1	
Nigeria	564	159	723	
Reunion	1	-	1	
Senegal	-	2	2	
South Africa	39	21	60	
Sudan	85	24	109	
Tanzania	1	-	1	
Togo	4	-	4	
Tunisia	90	29	119	
Uganda	6	1	7	
Zambia	5	1	6	
Zimbabwe	1	-	1	
<b>Subtotal</b>	<b>1,898</b>	<b>601</b>	<b>2,499</b>	<b>6.6</b>
<b>NORTH AMERICA</b>				
Canada	1,380	576	1,956	
Mexico	257	174	431	
<b>Subtotal</b>	<b>1,637</b>	<b>750</b>	<b>2,387</b>	<b>6.3</b>
<b>CARIBBEAN</b>				
Barbados	1	-	1	
Cayman Islands	-	1	1	
Cuba	42	8	50	
Bahamas	1	-	1	
Trinidad and Tobago	55	34	89	
<b>Subtotal</b>	<b>99</b>	<b>43</b>	<b>142</b>	<b>0.4</b>
<b>CENTRAL AMERICA</b>				
Belize	2	1	3	
Costa Rica	4	4	8	
El Salvador	4	2	6	
Guatemala	1	3	4	
Nicaragua	1	3	4	
Panama	1	1	2	
<b>Subtotal</b>	<b>13</b>	<b>14</b>	<b>27</b>	<b>0.1</b>
<b>SOUTH AMERICA</b>				
Argentina	324	120	444	
Bolivia	83	44	127	
Brazil	552	269	821	
Chile	32	18	50	
Colombia	245	134	379	
Ecuador	103	61	164	
Guyana	3	2	5	
Paraguay	3	-	3	
Peru	206	99	305	
Suriname	8	5	13	
Uruguay	8	5	13	
Venezuela	153	162	315	
<b>Subtotal</b>	<b>1,720</b>	<b>919</b>	<b>2,639</b>	<b>7.0</b>
<b>ASIA PACIFIC</b>				
Australia	329	164	493	
Fiji	2	-	2	
Guam	3	-	3	
New Zealand	37	19	56	
Papua New Guinea	4	1	5	
<b>Subtotal</b>	<b>375</b>	<b>184</b>	<b>559</b>	<b>1.5</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,647</b>	<b>9,096</b>	<b>37,743</b>	<b>100.0</b>

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified _____	35,384	35,780	37,125	37,317	37,385	37,589
Qualified Non-Paid Total _____	34,245	34,713	36,063	36,269	36,333	36,556
Print Version Only _____	34,245	32,809	30,984	29,408	28,325	28,052
Digital Version Only _____	-	1,904	5,079	6,861	8,008	8,504
Qualified Paid Total _____	1,139	1,067	1,062	1,048	1,052	1,033
Print Version Only _____	1,139	1,058	1,022	986	956	979
Digital Version Only _____	-	9	40	62	96	54
Post Expire Copies included in Total Qualified Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

#### ADDITIONAL DATA

##### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification as reported above. Copies are distributed via the US Postal Service under a Periodicals class permit for the print version. Recipients who request the digital version are notified when the version is delivered.

##### STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

##### PARAGRAPH 1:

Qualified Paid Multi-Copy Same Addressee subscriptions averaging 68 copies were sold to qualified recipients at reduced subscription prices in quantities of 2 to 66 copies.

##### PARAGRAPH 2:

2011 Casing Reference Tables supplement was mailed to selected U.S. and International subscribers in January.  
DeepStar: 20 years of Deepwater Innovation supplement was mailed to selected U.S. and International subscribers in April.

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY</b>						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	28,963	99.8	28,052	96.6	911	3.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	68	0.2	-	-	68	0.2
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,031</b>	<b>100.0</b>	<b>28,052</b>	<b>96.6</b>	<b>979</b>	<b>3.4</b>

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY</b>						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,558	100.0	8,504	99.4	54	0.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,558</b>	<b>100.0</b>	<b>8,504</b>	<b>99.4</b>	<b>54</b>	<b>0.6</b>

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

John T. Royall, President & Chief Executive Officer

Suzanne McGehee, Director - Circulation

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

##### IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 22, 2011

State Texas

County Harris

Received by BPA Worldwide July 22, 2011

Type PJ

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